WILROSE DEVIBAR

Senior E-commerce Specialist

- wilrosed
- www.linkedin.com/in/wilrose-devibar
- Data Analyst Portfolio
- wilrose120@gmail.com
- +63 - 9457584427
- Rizal, 1870, Philippines

PROFESSIONAL SUMMARY

Experienced Professional specializing in Digital Operations, Content Management, Digital Merchandising, Quality Assurance, Marketing, and Data Reporting within high-volume E-commerce environments. Committed to enhancing company reputation and output through disciplined, organized, and progressive work. Known for problem-solving and improving client satisfaction. Meticulous and detail-oriented, proficient in MS Office 365 and Google Workspace, creating exceptional communications, presentations, and spreadsheets to meet diverse administrative needs. Dedicated to maximizing customer satisfaction and exceeding business objectives with strong multitasking abilities. I am confident that my commitment, skills, and positive attitude will contribute to your team's continued success.

ENTHUSIASTIC CANDIDATE FOR

- Digital Marketing
- Virtual Assistant
- Data Admin
- Data Analysis
- E-commerce Assistant
- Product Lister
- UAT/QA
- Software Tester

ACADEMIC BACKGROUND

2023.09 - 11

Data Science Specialist

CIIT College of Arts and Technology - Quezon City 1103, Quezon City, Philippines

- Python Coding
- Power BI, & Tableau

2016 - 2020
1.75 GPA

Bachelor of Science in Business Administration Major in Marketing Management

World Citi Colleges - Quezon City Philippines

- 2020 - Working Proficiency Plus (TOEIC – 805 Score Level)
- 2019 - Certificate of Participation (33th General Assembly of Philippine Junior Marketing Association)
- 2019 - Certificate of Participation (RLE for Retail Management – Best Retail Plan)
- 2019 - Certificate of Participation (RLE For Franchising)
- 2019 - Limited Working Proficiency (TOIEC – 735 Score Level)
- 2018 - Business Administration Ambassadress
- 2018 - Certificate of Completion (SAP Financial) (SAP Logistics)
- 2017 - Certificate of Recognition (1st Placer Business Plan Presentation; RLE For Entrepreneurship)
- 2018-2019: Nurse Assistant/Student Assistant

WORK EXPERIENCE

2025.01 - 2025.03

E-commerce Product Lister | Bruntwork - (Incremento Inc)
Remote

- Manage and optimize product listings across multiple e-commerce platforms, including Amazon, Magento, and FashionGo, ensuring accurate product details, high-quality images, and strategic keyword placement for better visibility.
- Update and maintain product information in N41, including ETA dates, in-stock dates, and inventory levels, to support accurate forecasting and replenishment.
- Ensure consistency and accuracy in product descriptions, categories, and tags, enhancing product discoverability and improving the overall customer shopping experience.
- Monitor and update product statuses, including activating, deactivating, or modifying listings as necessary to reflect stock availability, seasonal promotions, and pricing strategies.
- Collaborate with the design and marketing teams to effectively showcase new styles, ensuring alignment with brand guidelines and current fashion trends.
- Develop and create line sheets for wholesale buyers, providing them with comprehensive product information to support bulk purchasing decisions.
- Analyze sales performance, identifying $0 sale products and implementing strategies to improve visibility, pricing, or promotional efforts.
- Organize and manage sale items, including creating new categories, adjusting prices, updating inventory levels, and setting accurate ETA dates, to maximize revenue and minimize stock aging.

2024.03 - 2024.12

Ecommerce Assistant | Bruntwork - (OnTap)
Remote

- Provide dedicated eCommerce operations support, ensuring smooth day-to-day management and optimization of online stores.
- Oversee daily store management activities, including adding, updating, and managing product listings, executing promotions, and monitoring order fulfillment for a seamless customer experience.
- Engage with customers via live chat and email, addressing inquiries, resolving issues efficiently, and enhancing overall customer satisfaction.
- Develop and execute marketing campaigns, including content creation and promotional strategies, to drive traffic, engagement, and sales.
- Analyze store performance data and provide actionable reports and recommendations to improve sales, conversion rates, and overall platform efficiency.
- Manage and update Magento modules, ensuring proper integration, functionality, and compatibility with evolving business needs.
- Conduct competitor price research, analyzing market trends and pricing strategies to maintain competitive positioning and optimize pricing models.

2023.05 - 2024.03

Digital Data Analyst | MicroSourcing - (Ralph Lauren APAC)
Libis, Quezon City - Work From Home

ANALYSIS & REPORTING

- Prepare daily, weekly, and monthly KPI reports and handle data as required by clients.
- Conduct market and competitor research based on client guidelines.
- Create KPI dashboards and metrics visuals using Excel
- Support senior team members with additional analysis, including business results such as sales, demand, supply, conversion, and website traffic.
- Work with external data tools and providers, such as **MicroStrategy Insights** for reporting, **UiPath** for Automations.
- Improve efficiency of current reports and support efforts to enhance accuracy, quality, and consistency of data.
- Create and execute new report according to the business needs.
- Create comprehensive SOP for new reports and train country representative with the process
- Support teams in conducting tests and analyzing performance data.
- Lead the execution of Automation report project
- Follow up pending orders for Omni Channel

WEBSITE & SOFTWARE TESTER

- Provide detailed and accurate feedback on test outcomes, ensuring clear descriptions for better understanding by Business Analysts (BAs) and developers.
- Update defect logs promptly based on User Acceptance Testing (UAT) findings on a daily basis.
- Execute testing of cases and scenarios in newly developed functionality or systems.
- Conduct site content checks to ensure accuracy of images, copy, UX features, and AB tagging across digital platforms.
- Utilize methodical and repeatable processes to verify that releases meet quality standards before launch.
- Maintain frequent communication with BAs and developers to clarify any tester-related queries.
- Perform cross-functional ad hoc tasks and assignments related to UAT across Amazon and Ralph Lauren sites.
- Use Jira System and MS Teams as primary communication tools and to track project progress.

DIGITAL OPERATION

- Create and manage product listings across various e-commerce platforms.
- Ensure accurate and up-to-date product information, including descriptions, images, and pricing.
- Stay updated on market trends and competitor activities.
- Maintain product data integrity and ensure compliance with platform guidelines.
- Create Product Styles for "Create your own" brand

WORK EXPERIENCE

2023.01 - 2023.06

Merchandizing E-Commerce Coordinator | RemoStaff (Mosaic Brands Limited)
Sydney Australia – Remote Set Up

- Ensure the accuracy and timeliness of all product and content launches through thorough testing.
- Assist in enhancing product presentation and customer experience across all devices (desktop, mobile, iPad).
- Implement and quality-assure weekly site refreshes, seasonal collection launches, sales, and promotions, with daily quality assurance of EDMs content.
- Collaborate with E-Commerce and Marketing teams on site content, merchandising, and email marketing calendars.
- Generate accurate and timely weekly reports and analysis of sales, KPIs, and marketing channels using Power BI Microsoft.
- Update product listings on various platforms including MaxCommerce 7.0, Shopify, Salesforce, ShipStation, and Amazon, using manual, import, and export methods.
- Run scripts using Github and Python for import updates on Shopify, utilizing Shopify Metafield2 for importing and exporting data for product updates.
- Create barcodes using Dymo Connect.
- Investigate and resolve inventory discrepancies on Shopify, Amazon, and Salesforce.
- Implement promotions and price changes.
- Efficiently archive files, data, and templates using Google Drive and Dropbox Desktop.
- Communicate with E-Commerce and Marketing teams for project clarifications and align schedules.
- Manage projects and tasks using Basecamp, and communicate within teams using Slack.
- Create and update Standard Operating Procedures (SOPs) using Sweet Process.

2021.01 - 2023.01

Senior E-Commerce Website Maintenance | Intelegencia (Harvey Norman)
OTC Building, Sumulong Highway, Antipolo City

- Manage website maintenance for Harvey Norman, Joycemayne, and Domayne Australia using Magento 1 & 2 E-commerce tools.
- Maintain quality control to ensure website content is accurate and error-free, providing daily QA reports.
- Receive tasks from various sources and take appropriate actions.
- Develop functional and non-functional test cases to verify requirements and validate functionality across browsers and platforms.
- Edit videos and photos for website content.
- Handle helpdesk emails, customer support, and business tasks.
- Create and update process documents and training materials.
- Conduct training sessions and provide training materials to new team members.
- Perform ad-hoc digital data analysis and reporting, deriving insightful conclusions.
- Create listings through individual and bulk product uploading, analysis, and updates.

2020.10 - 2021.01

E-Commerce Specialist | Robert Brown Inc. (Moose Gear & Moose Girl Wear)
New Manila, Quezon City

- Tracked inventory and analyzed retail trends using Excel spreadsheets to make timely and proactive business decisions.
- Managed up to 1,500 sales and shipments weekly.
- Actively listened to company executives' requests, ensuring a full understanding before addressing concerns.
- Developed and communicated plans and deadlines to ensure timely project completion.
- Exceeded goals through effective task prioritization and a strong work ethic.
- Monitored company inventory to maintain accurate stock levels and databases.
- Created detailed weekly sales and inventory reports for the merchandise department.
- Prepared packages for shipment, pickup, and courier services to ensure prompt delivery.
- Utilized online platforms such as Lazada, Shopee, and Zalora.
- Developed and maintained spreadsheets and databases to track, analyze, and report on performance and sales data.

2016.07 - 2020.10

Office Clerk | Summer Institute of Linguistics (DepED)
Horseshoe Village, Quezon City

- Monitored premises, screened visitors, updated logs, and issued passes to ensure security.
- Provided consistent communication and administrative support to business leaders.
- Drafted professional memos, letters, and marketing copy to support business objectives.
- Managed office inventory by restocking supplies and placing purchase orders.
- Organized physical files and digitized records for easy updating and retrieval.
- Tracked and recorded expenses, reconciled accounts, and maintained accurate financial records.
- Prepared packages for shipment, pickup, and courier services.
- Interacted professionally with customers by phone, email, or in-person to provide information and direct them to the appropriate staff.
- Greeted incoming visitors and customers and provided friendly, knowledgeable assistance.
- Provided clerical support to company employees by copying, faxing, and filing documents.
- Maintained composure in stressful situations and continued to provide excellent customer service.
- Answered emails and telephone calls to field inquiries from clients, vendors, and others seeking information.
- Checked documentation for accuracy and validity in updated systems.

2019.06 - 2019.07	**Internship Student |** Laborem (ActMedia Philippines)

Libis, Quezon City

- Organized physical files and digitized records for easy updating and retrieval by authorized team members.
- Communicated effectively with faculty and staff, accepting critiques and suggestions for improvement.
- Reported to instructors to receive day-to-day tasks and responsibilities.
- Conducted data analysis on Point Of Sales Materials to support promotional campaigns.

PART TIME & GIGS

2023.12

Resource Speaker | World Citi Colleges

Aurora Quezon City

- Lecture about Digital Marketing
- Provide activities related to Digital Marketing

SKILLS & EXPERTISE

Graphic Design	Data Analysis	Linkedin SalesNav
Web Design	SEO	Salesforce Pardot
Video Editing	Product Listing	Meta Business
Audit & QA	Canva	SAP
Reporting	Wix	Power BI
Sweet Process	MS Office & Google Workspace	UAT
Magento 1 & 2	Jira System	Wordpress
MaxCommerce	Helpdesk	Elementor
SalesForce	Asana	Figma
KPI Dashboard	WooCommerce	Github
Python	Shopify	Basecamp
Helium 10	Amazon	Slack
Zoho		
Social Media		
Google Ads		